

"Irresistibly
Different!"



MAVIS

I want you to share
in my reward *Maurice*

I want to send you, with my compliments, a trial bottle of MAVIS perfume, the perfume that cost 20 years of effort and \$100,000 before, in a single shimmery drop, the ideal fragrance that had been sought through the ages was realized.

Medals, diplomas, awards for merit, have come in profusion since my irresistible toilet creations were first introduced. They have elevated me to leadership, not only as a perfumer, but as a chemist. And only as such can I guarantee the superlative purity of my preparations.

But to me all these honors are but bits of metal, specimens of the engraver's art, when compared with my real reward—

The endorsement of millions of discriminating women who last year bought 26,000,000 packages of my preparations.

These women already are reaping their reward. Improved complexions, renewed youth and beauty, have been their recompense. But I want every woman to know my wonderful toilet creations and the irresistible fragrance that individualizes them.

It is this costly fragrance—as fresh as a flower, yet subtle as incense—that is to be found in MAVIS toiletries. Each of them is made of the purest imported ingredients, blended, sifted through silk, re-blended, tested and re-tested under my personal direction by chemists whose art has been handed down to them for generations.

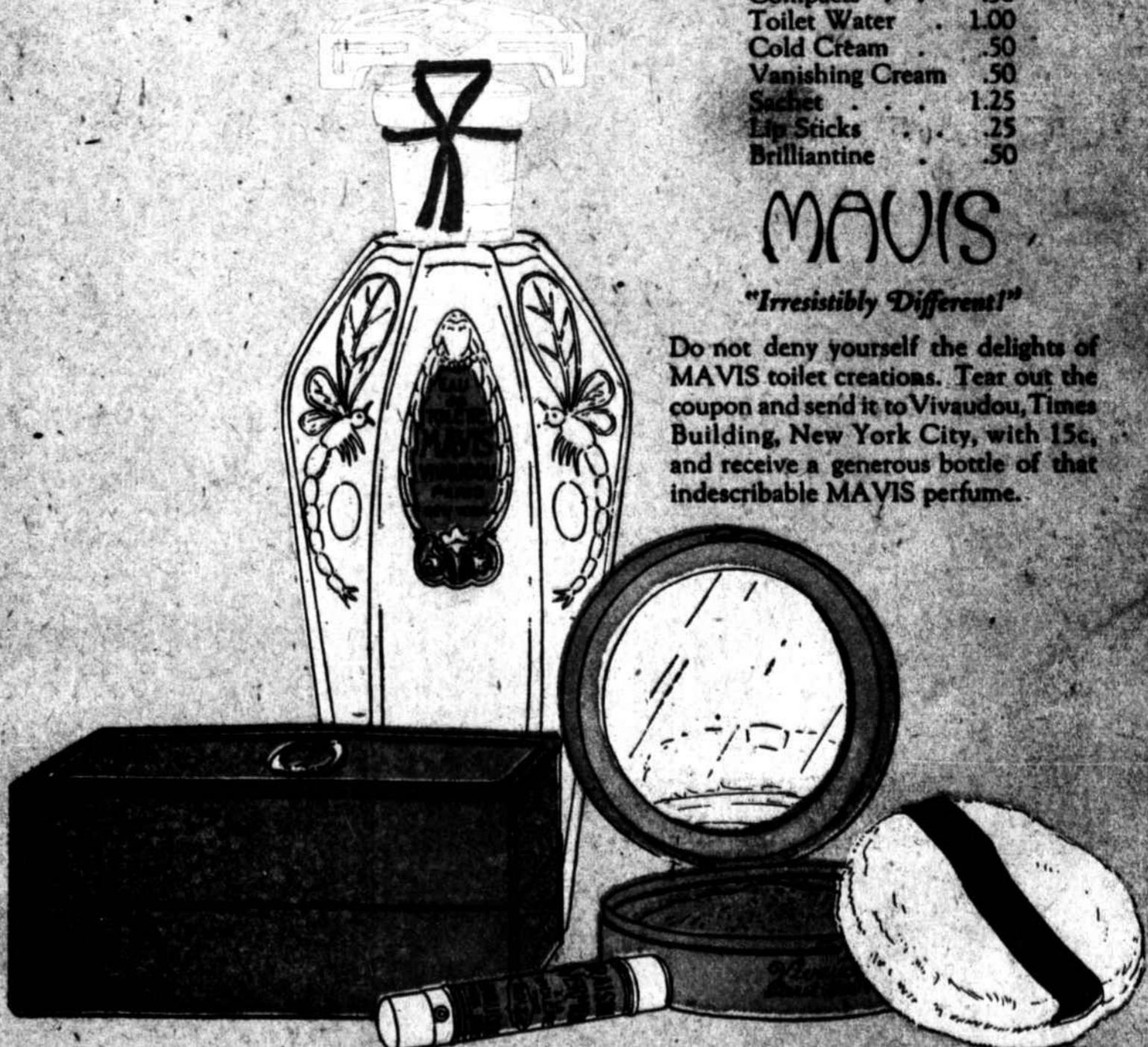
These are expensive processes and in a less famous product would make the cost prohibitive. But because of the enormous popularity of MAVIS your druggist or department store is authorized to quote the following amazingly reasonable prices:

Talcum Powder25
Face Powder50
Patties	1.00
Compacts50
Toilet Water	1.00
Cold Cream50
Vanishing Cream50
Sachet	1.25
Lip Sticks25
Brilliantine50

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Do not deny yourself the delights of MAVIS toilet creations. Tear out the coupon and send it to Vivaudou, Times Building, New York City, with 15c, and receive a generous bottle of that indescribable MAVIS perfume.



VIVAUDOU
PARIS NEW YORK
Creator of the famous LA BOHEME and MAI d'OR Preparations

SEND
THIS
COUPON
TO DAY
FOR
YOUR
SAMPLE

V. VIVAUDOU
Times Bldg., N. Y. C.

I want to share in your reward. Am enclosing 15c to cover mailing, packing, etc., of the generous trial bottle of your famous MAVIS Perfume, which you are to send me at once.

Name _____

Street and No. _____

City and State _____